



MADD

Activism | Victim Services | Education

Mothers Against Drunk Driving
NATIONAL OFFICE
511 E. John Carpenter Frwy., Suite 700
Irving, TX 75062-8187
Phone (214)744-MADD
Fax (972)869-2206/2207
www.madd.org

May 1, 2003

As National President of Mothers Against Drunk Driving (MADD) and on behalf of MADD, I am writing to express our opposition to the proposed national do-not-call list. MADD's mission is to stop drunk driving, support the victims of this violent crime, and prevent underage drinking. Since our founding more than twenty years ago, MADD has helped reduce the toll of alcohol related fatalities by more than 250,000 people and has supported countless victims. This important work has taken, and continues to take, considerable resources to carry out such admirable purpose, much of which has come from legitimate telemarketing services.

There is no doubt that the proposed national do-not-call list will have a severely negative effect on the amount of revenue MADD receives from DialAmerica Marketing, Inc., and its Sponsor Sales Program, which, in turn, will directly affect MADD's ability to communicate its lifesaving message and help victims.

In Fiscal Year 2002, MADD received over 8 percent of its total revenue from the DialAmerica magazine program. Through this program, MADD received \$3,589,883 in licensing revenue *at no cost* to MADD. In addition, MADD received several thousand dollars in donations. Although the people whom DialAmerica contacted did not want to purchase a magazine, they were moved by the information they received regarding MADD's programs and wished to help with a straight donation made directly to MADD.

Without this much-needed revenue, MADD will have to severely cut back funding of our programs, which could have dire consequences for the American public.

Drunk driving deaths are on the rise. Preliminary statistics from the National Highway Traffic Safety Administration (NHTSA) show an increase in alcohol-related traffic deaths in 2000 for the third year in a row. NHTSA estimates that 17,970 traffic deaths last year were due to crashes involving alcohol, about 522 more than in 2001. The last thing the American public needs now is restrictive legislation that will hamper the ability of MADD to spread its lifesaving message and support the victims of drunk driving.

The DialAmerica Sponsor Sales Program has generated over \$200,000,000 for several nonprofit organizations since its inception. The nonprofit organization receives the benefit of the no-cost revenue as well as the crucial, and often lifesaving, message delivered to the public. If this program is eliminated because of the proposed legislation, MADD, as well as other nonprofits, will be forced to turn to more costly methods of raising the funds it needs. And every dollar that MADD must spend on fundraising is just one less dollar spent on MADD's programs.

I ask you not to implement a national do-not-call list or other restrictive measures which impede the telemarketing industry from providing vital revenue for non-profit organizations, or at the very least, exempt programs such as the DialAmerica Sponsor Sales Program that provide valuable assistance to MADD and many other nonprofit organizations.

Sincerely,

Wendy J. Hamilton
MADD National President